Subject: Re: [TZM CORE] My next 2 months and partial exit from TZM
From: "Zeitgeist Canada" <cliff@zeitgeist-canada.com>
Date: 26/11/2012 3:21 PM
To: <tzm-core-team@googlegroups.com>

Hi Peter and Z team,

Here is a letter that went out a while back 2010 (just below this) and sums up my thoughts on this. I have sent out many numerous letters over the last couple years addressing this, so this would be frustrating to me.

It is not the first time I have mentioned infrastructure in an email to try to address this. But at a point one will give up when it seems to not be getting through.

I will say that I believe that one main key to success is to streamline the movements activities so that it becomes universal and streamlined in it's approach on a global scale, ie: McDonalds restaurants are the same working model in all countries so that the success is guaranteed for all. Amway sells it's products the same way world wide using a developed system that becomes simply a "turn-key" system that anyone can quickly use from day one. New "members" have access to a tried and tested strategy that they can be assured will work because they have been successful in the past for many others. An IKEA store in Vancouver will look just like an IKEA store anywhere else in the world. http://www.ikea.com/ Choose you location. Success is in simplicity.

I hate these companies. But the point I am trying to make is that we needed to create a stream lined "simple" approach that worked everywhere the same. I believed prior to Z 3 that we needed to create a working model to empower new excited and motivated individuals to best succeed with their new chapter in their city. The excitement, motivation and desire was there for these new "recruits" in the early days. But left to flounder, failure was inevitable. I don't think that a 'let everybody just do it themselves and some will do better then others' approach is the right one.

We needed a strong teamspeak "**education and building strategy**" by-weekly call. Something that would leave people excited and motivated when done. Instead the calls were mostly negative and dealt with negative chapter activities.

I believe Peter, that your weekly blog talk radio (with questions) was one perfect thing that we had going. Those were outstanding.

If this is going to be done right I believe that we need a model system for city chapters to use as a guide and then build from there. Yes chapters can do more when they get established, but a defined starting point (job criteria) is crucial. Something that defines a city chapter so that people in or starting a chapter can say what a chapter actually does. A chapter needs to know exactly what their role is so that they can create it and define themselves through it. This will create the long term anchor by which a chapter will build from. This defining role needs to be universal through ALL chapters in all countries so that a global connection is made and ALL chapters will feed off of all this activity. This activity then needs to be the focal point of the motivational chapter "teamspeak" meetings for chapter development and also this global activity needs to be documented for other chapters and the public at large to see via the main global portal website.

I am sure that much of this might be lost in translation and misunderstood, but one last thing that I spoke against was the creation of the "leaderless" or "no ones in charge" organization. We need leaders, organizers, strategizers, communicators and facilitators that will oversee a smooth operation. We

basically have/had this but the problem was saying that we don't. If we said nothing about being "leaderless" from the start then no one would have question it to begin with. But as soon as one says that we have no leaders, then that opens the door to a constant barrage of criticisms that are not warranted or needed. We, as a group, spend more time defending our "Leaderless position" (which is not true to begin with) then just getting the job done. We need structure and structure comes from people known as leaders, organisers, facilitators etc. that have experience and can provide the guidance for others to follow. I don't need to define these terms to any of you, ie "leader" as we all know what we are talking about and no one would question it if we left it alone. But when you open up a can of worms and say "leaderless" organisation and then offer ANY aspect of leadership, you are bound to get an onslaught of negative feedback from many that will hold you to that statement. I have seen this as a major issue early on with chapters and individuals looking to cause trouble and there was no need for this to be an issue. It took up a lot of wasted time early on.

Peter, your hard work and efforts are continually astounding. A lot of people globally have worked really hard and put in many tireless hours and for the most part the work of great people, that have gone through the movement, has not connected. I believe that this is because it has been a "wild west" structure to date. To scattered and farfetched in any geographical layout to really have a solid impact. I also believe that we are missing out on great, ground breaking scenarios as many things or ideas are falling through the cracks due to this lack of infrastructure. For all intense and purposes we need a pyramid structure that begins with the Zeitgeist Global Movement as the first and foremost starting point for a growing organization and community. After all it says, "Join the movement". The movement needs to be solidly defined for both individuals that want to start chapters and those that simply want to connect with the idea.

Sorry, my main problem is probably trying to get all this across in one paragraph is not possible. I realize that my letters are long winded. I am sure the points are lost at some level.

Below is my letter sent out in October 2010. It's dated but I reread it and I don't think it has changed in my thinking. I think that a smaller, tighter version would work.

I re watched Addendum the other night and it was amazing to feel that same feeling again since it was a while since I watched it last. This tight strategy of structure that I feel we need is not simply reflective of a "big" corporation or organization only, but what I feel would give a "small" start up organization the ability to grow into a large one. No matter how it's looked at, a "global" organisation will need massive structure to get a foot hold. Not *difficult* to set up structure but *tight* and effective structure. But like any successful company or organization, the right people have to be in place or its all for not.

Cliff

Hi Z Group

As per our TeamSpeak I would like to bring forward some issues that I feel will bring the Zeitgeist Movement to the next level.

The most important issue to address is movement infrastructure. At this point it is critical.

A solid infrastructure will drive the movement and take it to the highest levels. This infrastructure should be the vehicle that creates solid, seamless, effortless chapter growth and development. It should provide a flowing system by which new members to the movement can easily maneuver effortlessly finding both a way to get further involved or to further educate themselves or to simply learn more about the movement.

No one should come to the site and be left with a dead end or worse, come to the site and have no one to turn to for questions or information on a given subject.

My concern is that with the third movie near ready this lack of infrastructure will only further widen many disconnected attributes of the current model. Any immediate explosion of growth will be left floundering.

Heading into the next movie/year with NO solid infrastructure model in place, all current "bugs" in the system will feed off of our current structure (or lack of) and bring it down. Like a virus, the negatives will spread just as fast as the positives.

BUT, with a tight infrastructure solidly cementing the foundation of the movement, many of the "bugs" will simply fall away and system issues such as negative inputs from outside organizations will have no real foot hold by which to materialize in any relevant nature.

A solid infrastructure must start at the top. The worldwide Zeitgeist Movement website.

This should be the sole hub of all activity on a worldwide scale.

Need a library of further education? Go here.

Need to find the local chapter in your own city? The search should start here.

Need to find development tools or strategies for your own new chapter? These will be easily accessed here.

Anyone around the world should be able to find what they are looking for here. This should be the starting point.

From here the next chapters would be country chapters and each country would then build and develop local town and city chapters. These town and city chapters are the most important chapters as they are the only ones where people can actively get involved and physically be hands on with events and other activities. From chapter member Bbqs and coffee shop meetings to larger street activism and holding open lectures, all these types of events bring members together and foster community growth. If you build it they will come but if you don't build it they will just go away.

I recently had a discussion with an individual from New Orleans who is making a trip to Vancouver shortly to join us on the street. He said that he was part of the Louisiana Chapter and was from New Orleans. I asked him why he had not started a New Orleans chapter. He said that there was not much happening there and that he was waiting for it to grow before starting a chapter up. I asked him how he expected it to grow or where that growth would come from, if there were no indicators in place for people living in New Orleans that there were others like him who also were just "waiting" for growth to happen. There is probably hundreds that have seen the movies living in New Orleans and many that would love to get involved with a local chapter. But it doesn't exist and so they turn away. He quickly started a Facebook "Zeitgeist New Orleans" chapter as a way for others to now contact him and get that ball rolling. His Facebook page has since been added to the Louisiana Chapter site. A dedicated website for New Orleans will shortly follow after my meeting with him here in Vancouver.

Bottom line.... growth can now happen.

This same model recently happened in Las Vegas, Anchorage, Hampton and Pensacola Florida.

Pensacola unfortunately is an invisible chapter as there is no link connecting them to the rest of the Zeitgeist world. I have asked them to contact the Florida chapter to link it to the front page of that state site. He was going to get back to me with that outcome. It is important that these city chapters become the focus point on the websites as this is where we want people to go. This is how the movement will gain momentum by individuals joining a local chapter and creating synergy.

This email came to me last week with regards to the Miami chapter....

"That guy doesn't answer emails and doesn't work with us thoroughly so us as a chapter gave up on the Florida zeitgeist site. On a better note we are an official club at one of Miami's biggest universities Florida International University we are call "Future by Design @ FIU" and will be using the university theaters and tools to host many different events and gain membership."

Can you sense the frustration in his voice?? These guys are working so hard but the infrastructure is not there and they are caught in the middle. And we are just a SMALL organization. How will growth effect these situations on a larger scale?? This will not serve to build momentum.

So this is where it needs to start. At the main website of the Zeitgeist Movement. Having multiple sites will get confusing and lead to a breakdown.

The next very important system infrastructure is "TEAMS".

Real teams to make these things happen.

Currently teams exist as a "TeamSpeak" channel with individuals randomly coming and going with no real sense of direction. These are not the teams we need. We need to create dedicated teams to handle job duties in an efficient and ongoing manner. We need to "hire" people (so to speak) to fill these positions and to be accountable to the outcome of these positions and the duties that they entail.

A team should not be random but rather a "hired" position based on talents that these individuals would possess for the job.

Teams can range from 1 to 5 people depending on the situation and positions for these teams would only come available if someone leaves that position or someone proves inefficient holding that position and would then be removed. Then a new person could be put in that new position within that team.

Like any large, growing organization looking to double or triple in a short time, we need tight and effective teams to fulfill duties in a quick and effective manner. Random "teams" of individuals coming and going on TeamSpeak with no commitment to outcomes or schedules will not in anyway serve to create the type of infrastructure that will benefit short term and long term growth.

We need to put out a "job placement" notice and solicit individuals for these positions and these positions need to be filled.

Selected candidates would need to be committed to these duties.....

Completely volunteer position.
Provide past work to show competence and abilities in given subject / team.
Must be committed to structure of team. ie: effectively complete duties or tasks in a timely manor. Be self sufficient and self reliant to accomplish the given tasks of the team. Work as a team player with others in the same team.

Again, these would not be random, free for all positions, but dedicated spots for "hire" that would be filled and then accepted as a "position" within the company/movement.

For instance, a dedicated team to handle complaints like the Miami one. This is all they would do.

Or a dedicated Website Development Team would consist of say 5 people.

This would be one of the more important and immediate teams as they would be solely responsible for the development of chapter websites around the world. And as chapters around the world are the "building blocks" and foundation for the growth of the movement..... making sure that they are up and running quickly and effortlessly would be of utmost importance.

Under the main Zeitgeist website would be the "chapters" section to be easily found. In this section would be a link to a page to contact the Website development team. Once someone emails that Development Team with a question they

should be assured that they will receive a response with in 24 hours and that they will have their situation taken care of. The development team can assist individuals with questions about their website or they can help in the creation of the website or completely design the website from scratch.

For example:

In the TeamSpeak meeting yesterday it was brought to our attention that there were some very enthusiastic individuals looking to start a state chapter within their country. (I don't recall the country) But they had reached a road block. No one to help them. Road blocks won't move the movement forward.

They had the desire to get their website up and running but they lacked the web design creation needed to put up an actual website. They had hung out a few times in the "development" TeamSpeak channel but nothing came from that. There was also NO other way for them to contact someone to help them. No direct means to reach some "help".

Again it is these new chapters that will be the foundation growth of the movement and they are priority ONE to develop and get up and running smoothly and effectively.

After getting a chapter up and running would be the next priority step of "chapter development". Many excited and enthusiastic individuals will be filled with energy and commitment at the start with their chapters but if a strong system of tools and on going support is not in place then the energy will petter out and they will die out.

So these development and support teams must be in place and they must be effective and committed to their positions and their duties. Random "hobby" teams should not be part of the infrastructure of the main movement and the dedicated teams that ARE the infrastructure of the main movement should not act or be perceived as a hobby team.

Dedicated Z teams should have their own meeting times on TeamSpeak by which to analyze themselves and learn and grow and continually work to become more efficient.

So we need to fill these teams with a "hiring" mentality and we need hold these teams to account or change the position of a non-responsive team or individual. That is called hiring and firing.

So to break it down....

We need to create infrastructure.

The main website "Zeitgeist Movement" should be the worldwide hub of all movement related activity. This would include educational material, chapter development and news etc.

As examples yesterday I used Amway and Tupperware as multi national organizations that have a tight infrastructure. You can access the world on their website and tools for development and procedures are right there on the website easy to find. Two other companies that were mentioned were MaryKay and Avon. These are also very easy sites to maneuverer. They are massive organizations with millions of "members" yet they flow with extreme ease and accessibility throughout their world wide structures.

From The main Zeitgeist site you would branch out to countries. Which would include a dedicated US website. This infrastructure is not there currently and so you are seeing a lack of growth. The US has no forum and is piggy backing on the world wide forum. It is confusing and messed up. By creating a US site to funnel the US population into their own chapter and not being hoarded with members worldwide will see a more dedicated and focused layout that will start to take on it's own shape and begin to make sense to people in the US so that they can begin to "build" a dedicated Zeitgeist USA. This way their OWN mentality that is uniquely theirs (like all countries) will begin to take shape and massive growth will sweep the US.

All countries should have their own dedicated websites.

From here the MAJOR objective of all countries around the world is to provide a Zeitgeist environment that is unique to their country but contains all the major fundamentals of the movement.

The most important aspect of the country chapters is to create, develop and maintain effective city and town chapters.

So this model sees:

ONE: The main Zeitgeist Movement website.

This site is the hub of all worldwide activity and development procedures.

TWO: The country chapters.

The country chapters would provide information for their local environment within their country providing information with their own flair including tools in their own language, video's of activities and the country chapter would also be the first step for a local chapter to go in receiving assistance in all stages of development or inter-chapter conflicts or other needs.

THREE: The local town or city chapter. The most important chapter. Here the people, the public, the world can get involved. A screening. A meeting. A lecture. Street action or a large community festival. This is where people will join and be hands on. This is what will be the growth and foundation of the movement. The local chapters.

This is also the ONLY place where the community at large will make the connection with the Zeitgeist Movement as a local community group. It is here where it will be removed from the world wide web and become a local presence of like minded individuals. As a system collapses this local connection within the community will become more and more vital for people of the community to have that presence, comfort and group synergy. Connected people working together.

FOUR: I left out one group of chapters but I want to acknowledge them here. This would be an in between group that would funnel people from any given country chapter to that countries town and city chapters. This would be the "state" or "Provincial" chapters within that country. It would seem that many have missed the concept of "local city" chapters. Not realizing the power of these city chapters and the need to put immediate focus on these most important city chapters first. Instead, more larger chapters have been created that are in themselves empty and void of actual activity and involvement. An individual can no more participate in an active "state" or "provincial" chapter then they can participate in a "country" chapter. Only localized can an individual fully participate hands on within a chapter.

Where a "state" or "provincial" chapter can be effective is if the size of the country or the population of the country would be such that breaking it down one more level would make sense. The US is such a country. California is as large as Canada in population and has many large cities. Having a state chapter in this scenario makes total sense. The state chapter coordinators would then be in charge of city chapter development and funnelling important "head office" information throughout the state down to it's local city chapters.

In Canada we have left out Provincial chapters altogether as they would only serve to duplicate the same information and create yet another forum for which people would need to sign up on. To many forums, sites and diluting of people's energies. We instead used the provinces simply as a gateway to direct access to the city and town chapters. So in Canada we go from Country to City. In the US you go from Country to state to city. In the end the idea is to funnel people to a localized "home" chapter with the fewest clicks possible.

Also city chapters should not exist as a "forum" thread on any given country website if there is someone willing to work an actual chapter. This defeats the whole purpose of providing a "physical" means by which people can join face to face a local chapter. It only takes one person to start a chapter locally and a Facebook page can be a great local way to let people know of street action, lectures and meetings etc. in that area. Providing a Facebook link of a local chapter will be more effective then a forum thread on the country site. And as that chapter grows a dedicated website would soon follow. Having their Facebook or website then placed front and centre on their country site (or state / province site) will make accessing it very easy.

This infrastructure doesn't need to take forever to get done. In fact can be started very quickly. But an initial team needs to begin the process and layout the map.

We are long past the point of "needing" such an infrastructure to be in place. And dangerously close to it being to far behind with the upcoming year looming just months away. We need to act on this infrastructure model asap and begin placement of these dedicated teams.

The main website doesn't need to changed drastically (at least at this point) but a good over haul to update it and bring in

the initial structures and teams for chapter growth will serve well as a starting point at this important stage. All "teams" don't need to be fully operational at this point as well either. But creating initial teams will also create a great model and learning gauge for the future setup of teams.

There will be a real surge of activity when the movie is released and this will be followed by a Z Day just months away. Certain things need to be in place to effectively handle this growth. Also to counter negatives that will arise and to nurture this growth into even bigger growth.

It is not really a big deal to create this infrastructure, it is just about having the right people and the right model and then things can build around that.

If we agree on this being a need then we can start there and create some initial teams.

Team one: Website development for both main site up keep and chapter website building and assistance.

Team two: Chapter development. Setting up a template for chapters to work from that will answer most questions about setting up a chapter. Also, providing chapter tools and creating "projects" like Z Day for chapters to work on.

Team three: Language team to transfer all information to languages for all chapters to understand.

I can start reformatting the main site to clean it up and provide the chapter guide and tools section within as well. I currently have time to do this.

Cliff

Cliff - Would you like to create a document to describe the ideal "structure" you envision? While I understand the complaint(s) well, I'm not sure of the true feedback. I do agree with the "Job" notion but this is easier said than done and why I am see merit in a "smaller", protocol based initiative for activism. I could be wrong but the problem is direction and my hope is the new Orientation, coupled with some simple Chapter direction can set groups "in motion" in a way that avoids admin problems to which we have limited capacity. -Peter

On Fri, Nov 23, 2012 at 12:04 AM, Zeitgeist Canada <cliff@zeitgeist-canada.com> wrote:
> Pretty much agree with all that David, I feel the same way and have for a couple years now.
> I have tried to illicit change subtlety as we are all volunteers (etc.) but that does not excuse a job that
> needs to be done and is completely and totally not being done and excuses is just that.... excuses.
>
> Infrastructure and proper development of global chapters to unite around the world as one voice was
> lost. I felt this long ago prior to Addendum being released and saw the writing on the wall and it had
> nothing period to do with Venus Project what so ever, although that was used as a bit of an excuse. The
> proper management team and structure needed to pull this together was simply not in place.
>
> I could sense you David and I could sense Mato as well. I agree with you and it's been like pulling teeth
> to try to get a thought across. And it's been to know avail.
>
> I have been disheartened with what could have been. And like I say this is before the release of Z 2. This
> is not new. It all comes down to management. If you don't want it, (management) then don't expect
> results. You get what you pay for.

Cliff

Hello peeps,

After much thought and many observations about the movement, I decided that I will slowly exit from most positions of responsibility I currently hold within TZM. This transition will be spread though 2 months, and by the end of this year I shall be officially not holding the responsibilities clarified in detail below. If any of the mentioned task below aren't picked up by other volunteers I shall send all relevant passwords/logins/files /contacts to the most responsible person in the GCA, which is, in my humble opinion, Darr.
I'm happy to explain my rationale/reasoning for exiting from my responsibilities if asked in a private message, but, in general, the reason is a mixture of: disappointment; lack of progress; lack of collaboration; power struggles; internal politics; and not walking our own talk (especially within the realm of decision making) within TZM.
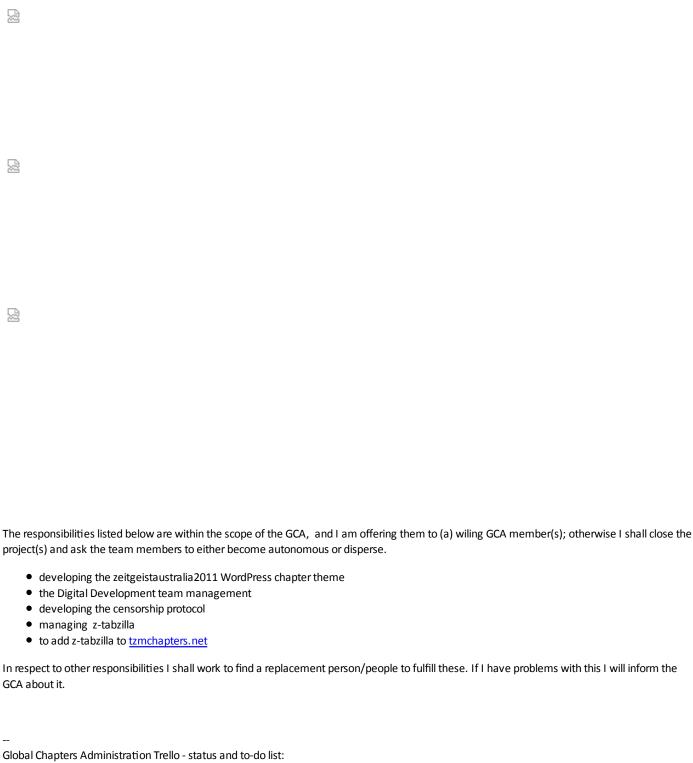
My current major responsibilities are:

- maintaining zeitgeistaustralia.org + developing it
- developing the zeitgeistaustralia2011 WordPress chapter theme
- hosting a few other chapter sites
- maintaining z-tabzilla + developing it
- coordinating the Australian chapter
- assisting with chapter development and reviews in the Asia-Pacific region on behalf of the GCA
- Spirit of the Times magazine project
- Digital Development team coordination
- coordinating the Movies that Matter Project in Australia
- organizing TZM Asia-Pacific meetings and maintaining records
- organizing TZM Australia meetings and maintaining records
- developing the censorship protocol
- managing TZM Australia facebook and twitter
- acting as contact person for Australia
- also on my to-do list is to add z-tabzilla to tzmchapters.net

By the end of this year, I will formally leave the GCA, the coordination of the Asia Pacific region, and many of the responsibilities that fall on Australian chapter coordination.

I shall be actively seeking to hand over responsibilities to willing volunteers in the GCA, Asia Pacific, and Australia respectively. Therefore my responsibilities starting from the new year will look as follows:

- maintaining zeitgeistaustralia.org
- hosting a few other chapter sites
- Spirit of the Times magazine project
- acting as contact person for Australia

From the new year onwards I will not be willing to pick up any new tasks or responsibilities. I shall continue to uphold the above responsibilities until either the view-count on zeitgeistaustralia.org drops down to ~50 views per day (currently its ~250) OR a new chapter administrator will step up - whichever happens first.

The responsibilities listed below are within the scope of the GCA, and I am offering them to (a) wiling GCA member(s); otherwise I shall close the project(s) and ask the team members to either become autonomous or disperse.

- developing the zeitgeistaustralia2011 WordPress chapter theme
- the Digital Development team management
- developing the censorship protocol
- managing z-tabzilla
- to add z-tabzilla to tzmchapters.net

In respect to other responsibilities I shall work to find a replacement person/people to fulfill these. If I have problems with this I will inform the GCA about it.

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Global Chapters Administration Trello - status and to-do list:
https://trello.com/board/tzm-global-core/4f77abf5b625547d2808c0f1

Global Core Team Trello board:
https://trello.com/board/global-chapters-administration/4f199b088ab038761f17b066

(Ask Darr to be invited to Trello Boards)

Worldwide chapters contacts and data spreadsheet:
https://docs.google.com/spreadsheet/ccc?key=0AkgDKF--mcLjdDdUa0FBR1BqQlhpbzI3VnduS09tT1E#gid=2

TZM Core List of Concerns:
https://docs.google.com/document/d/1VF9wS5MRIK_2lAW2rKvU3oop8owKrysGkLjZZyyFTlw/edit

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Global Chapters Administration Trello - status and to-do list:
https://trello.com/board/tzm-global-core/4f77abf5b625547d2808c0f1

Global Core Team Trello board:
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Worldwide chapters contacts and data spreadsheet:
https://docs.google.com/spreadsheet/ccc?key=0AkgDKF--mcLjdDdUa0FBR1BqQlhpbzI3VnduS09tT1E#gid=2

TZM Core List of Concerns:
https://docs.google.com/document/d/1VF9wS5MRIK_2lAW2rKvU3oop8owKrysGkLjZZyyFTlw/edit